

**MINUTES OF THE REGULAR MEETING OF THE TOBACCO PREVENTION
AND CESSATION EXECUTIVE BOARD MEETING**
JUNE 15, 2006

Dr. Judith Monroe, Chairperson, called the regular meeting of the Tobacco Prevention and Cessation Executive Board to order at 1:00 p.m., at the ISTA Center, 150 West Market Street, 2nd Floor Conference Center, Indianapolis, Indiana.

Approval of the April 20th Minutes

Dr. Judith Monroe, Chairperson, called for the approval of the minutes from the April 20, 2006 meeting. A motion to approve the minutes was made by Dr. Keen, seconded by Dr. Jay. Motion approved.

May 2006 Financial Report

Mrs. Celesta Bates, CFO, gave the financial report for the period ending May 31, 2006. A motion to approve the financial report was made by Dr. Snell, seconded by Victoria Champion. Motion approved.

Bill Corr, Vice-President, Campaign for Tobacco Free Kids

Mrs. Karla Sneegas, Executive Director, introduced Bill Corr as the special guest speaker and Aaron Doeppers as Mr. Corr's field director in Indiana. Mr. Corr provided the Board with an overview of the Philip Morris product "Taboka" a smokeless and spitless tobacco product that is scheduled to be test marketed in Indianapolis over the next several months. This is the second time Indianapolis has become a test market for new tobacco products in the last five years. Mr. Corr said that Indiana is making progress in the reduction of youth smoking but that the selection of Indianapolis as a test market for a tobacco product is representative of the problems we face with high tobacco use rates. Three strategies that will reduce the rate of smoking: Statewide comprehensive prevention programs like those implemented through ITPC that follow the CDC's Best Practices for Tobacco Control; higher taxes on tobacco products; and increased policies for smoke free air that ensure smoke free worksites.

Aaron Doeppers, Campaign for Tobacco Free Kids

Mr. Doeppers distributed a handout, "Indiana Must Increase Funding for ITPC to Further Reduce Smoking" which presents new data showing the stalling of progress in reducing the number of adult smokers in Indiana, and elaborated on the subject.

Strategic Plan 2010

Mrs. Sneegas gave a review of the Strategic Plan 2010 draft document by section, as well as referring to the handout and pointed out the increase in prevalence in two categories of smokers, 1) the 18-24 year olds age group, and, 2) those with less than a high school education. A motion was made for the ITPC staff to draft a resolution addressing the needs specified in the 2010 Strategic Plan. The motion was made by Dr. Jay, seconded by Dr. Snell. Motion approved.

Mrs. Sneegas said ITPC were developing a "Collaboration Connection" section for the 2010 Indiana Tobacco Control Plan, that will depict the commitments of organizations who sign onto the plan. This section will be a part of the 2010 plan that is constantly changing as new organizations are recruited to help in the plan to eliminate tobacco use. Motion to accept Strategic Plan 2010 draft and permission to move on with it was made by Dr. Torabi, seconded by Dr. Jay. Motion passed.

Media Update

Harry Davis of MZD presented updates regarding the success of "Drop Dead Day" conducted by VOICE. Forty-five counties and 540 teams participated. This was the largest outreach ever for VOICE. Estimated 4,500 people were reached. VOICE is working on ideas for next year.

David Ayres of MZD presented updates on the Evansville and Terre Haute campaigns, the Evansville ordinance, and the R.I.S.E. Awards presentations at the IPHA Conference. A video of a local news station interview with comedian Rene' Hicks in Vigo County was shown.

ITPC Update

Indiana Smokefree Ordinances Passed

Mrs. Sneegas referred to a chart in the packet of the smoke free ordinances passed in Indiana and elaborated on the fact that the policies passed by the Evansville City Council, Vigo County and Vanderburgh County do not meet the guidelines for Best Practice in Smoke Free Air Policy.

IUPUI

Mrs. Sneegas and Dr. Jay discussed that IUPUI will be one of the first large urban universities to ban the use of tobacco products when the entire IUPUI campus goes "tobacco free" effective August 14, 2006.

Special Opportunities Grants

Mrs. Gaillard gave a report as of June 15, 2006. The Report to the Indiana Tobacco Use Executive Board listed five proposals that were received and reviewed.

Proposals granted:

- "Let's Go Smoke-Free Miami County!" Public Education Campaign
- Smoke-free Week at the Bartholomew County Fair-Proud to be smoke-free!
- City of Greenwood Smoke Free Air Ordinance Implementation Grant

Proposals pending:

- Strengthening Delaware County's Smokefree Workplace Ordinance and Implementation Campaign

Proposals denied:

- Adams County Student-Athlete Role Model Program

Smokefree Indiana

Mrs. Sneegas commended Smokefree Indiana for their collaboration in local smoke free air campaigns. SFI has funded local surveys to gauge public opinion around smoke free air policy.

Annual Report

Mrs. Sneegas indicated the Annual Report will be available in September on the ITPC website. No paper copies will be distributed.

VOICE Hub Retreat

Voice Hub Coordinators and ITPC staff held a retreat to lay out plans for the next school year.

U.S. Surgeon General report on Second Hand Smoke

The first comprehensive report on secondhand smoke in 20 years is scheduled to be released the Surgeon General the last week of June. ITPC is planning statewide media to use this as an opportunity to raise awareness regarding the health hazards of secondhand smoke.

Indiana Black Expo Summer Celebration

Mrs. Anita Gaillard reviewed the plans for ITPC involvement with the Indiana Black Expo's Summer Celebration. ITPC will have two exhibit booths and continues to sponsor the Sunday Evening Free Concert. Mrs. Gaillard distributed a sign-up sheet for volunteer workers and encouraged Board members to be involved in this year's activities.

Indiana State Fair

August 14, 2006 is "Tobacco Free Day" at the Indiana State Fair. Voice will again sponsor the Voice Extreme Motorcross Show in the Grandstand. ITPC will have an exhibit booth in front of the Grandstand for all 12 days of the Fair.

Mrs. Sneegas introduced ITPC's newest employees, Clint Schelle and Barbara Cole. Clint is the Intern for the summer and Barbara is the new Administrative Assistant.

A motion to adjourn was made by Dr. Monroe, seconded by Bobby Keen.

The following Executive Board Members were present for all or part of the meeting:

Judith A. Monroe, M.D., Chairwoman (Ex-Officio)

Karla Sneegas, MPH, Executive Director

Allen Snell, M.D.

Phyllis Lewis, Vice Chairwoman, representing Suellen Reed, Ed.D.

Danielle Patterson

Victoria Champion, Ph.D.

Robert Keen, Ph.D.

James Jones

J. Michael (Mike) Meyer

Richard Feldman, M.D.

Patricia Hart

Stephen Jay, M.D.

Karen Cunningham, representing Steve Carter

Alan Snell, M.D.

The following Advisory Board Members were present for all or part of the meeting:

Arden Christen, DDS

The following Executive and Advisory Board Members were not in attendance:

Nancy Turner

Pat Rios

E. Mitchell Roob

David Austin, D.D.S.

Robert Arnold

Diane Clements

Bennett Desadier, M.D.

Steve Guthrie

Kiki Luu

Heather McCarthy

Nadine McDowell

Steve Montgomery, D.C.P.

Diana Swanson, N.P.

Kate Taylor

Olga Villa Parra

Cecilia Williams

Agency Staff in attendance:

Anita Gaillard, Director of Community Programs

Miranda Spitznagle, Director of Program Evaluation

Celesta Bates, Chief Financial Officer

Dan Morgan, Regional Program Director for Southeastern Indiana

Craig Wesely, Director of Minority Programs

Jamie Broderick, Regional Program Director for Central Indiana

Karen O'Brien, Regional Program Director for Southern Indiana

Clint Schelle, Intern

Barb Cole, Administrative Assistant

Agency Staff not in attendance:

Becky Haywood, Executive Administrative Assistant

Jack Arnett, Regional Director, Northern Indiana

Kristen Stokes, Contract Administrator

Kelley Rose, Accountant

Others in attendance:

Harry Davis, MZD

Jill Richardson, MZD

David Ayers, MZD

Leo RaFal, MZD

Matt Keating, MZD

Aaron Enneking, MZD

Burce Bryant, Promotus

Dick Huber, M.D.

Marolyn Knight, Fairbanks

Debi Hudson, Marion

Joan Marciniak, MCHD

Bruce Bryant, Promotus Advertising

Robyn Eley, Smokefree Indiana

Mark A. Pogue, Smokefree Indiana

Larry Love, Hamilton County Tobacco Coalition

Cathy Bailey, Partnership for Healthier Johnson County

Sarah Boyd, Partnership for Healthier Johnson County

Janet Crosswell, Ruth Lilly Health Education Center

Anita Ray, Ruth Lilly Health Education Center

Missy Lewis, IAFP

Lana Taylor, Boys and Girls Clubs

Amy Sweet, Smoke Free Cass County

Peggy Voelz, Columbus Regional Hospital

Debra Richard, Columbus

Paul Messplay

Patrice Adams, MHCMC

Bruce Cople, Decatur County/Greensburg

Tonya Parrish, ISDH

Liza Sumpher, MCHD

Nicoole Toran, CFMTPCC

Sandra Marcum, IWCTPCC

Adrienne Durham, ISDH/SFI

Jennifer Riley, Harrison County Tobacco Prevention

Vanessa Smith, CCTPCC

Kim Crawford, Jefferson and Switzerland Tobacco Cessation

Kim Herndon, Shelby County

Rhonda Wood, Shelby County

Erin Slevin, Smokefree Indiana

Robbie Barkley, Third House Advantage
Shelley O'Connel, Smokefree Indiana
Linda Hobbs, BC Tobacco Free Partnership
Sherry Rice, BC Tobacco Free Partnership
Shelly Ross, Tipton County Tobacco Prevention
Patricia Richards, ACS
Doug Kinser, Hall Render